KWSC

OWNED AND OPERATED BY THE STATE COLLEGE OF WASHINGTON

PULLMAN, WASHINGTON - 5000 Watts 1250 Kilocycles

FILE

News Release

January 20, 1947

REGIONAL TALENT DEVELOPED FOR COMMERCIAL STATIONS BY KWSC

One of the most sincere and effective developments by stations operating in the public interest has been the progress made in training new talents for broadcasting. During a visit to some of the commercial stations of the Northwest last fall, the Station Manager of KWSC listened to suggestions and requests for the development of new radio talent for the area - young individual performers or new local programs that the commercials either lacked the time or the personnel to train. He agreed with station managers that only by developing such talent could radio continue to exercise its full public service and, in time, perhaps replace or augment the headliners of today.

In November, KWSC held auditions, and in December the station announced that three individual performers and three talent-groups were getting indoctrinated in the sense of showmanship which might make their talents immediately important to the commercial stations. At this date, the six radio shows are fast approaching professional standards. Talent group #1, "The Lamplighters" program, twenty mixed voices, accompaniment and director, with special continuity and original arrangements for popular and familiar music, is now available. If a radio station in Oregon, Washington, or Idaho wishes to fill either a 30 or 15-minute blank in programming, KWSC will supply, simply at cost, weekly transcribed shows, completely produced, for a 13-week period. The cost to a commercial station is slight - and the money will go to the young college people who perform. "The Lamplighters", and the five to follow, are audience-builders in the Pacific Northwest (a ready audience in Washington, Oregon, and Idaho of hundreds of thousands of interested friends, alumni, and parents) and good-will gestures to brand-new radio talents, as well as fine-sounding regional shows for the stations. A second talent group will be ready on March 1.

* * * *

EX-KWSC MAN'S PLAY PRODUCED

Ray Hamby, former writer-director on "School of the Air" shows over KWSC, subsequently on the continuity staff of KEX, Portland, Oregon, is the author of "Shared Wife", three-act comedy-drama now running at the Musart Theatre in Hollywood.

* * * *

KWSC CHIEF ENGINEER PREPARES MANUAL ON TRANSMITTER OPERATION

Engineers to be added to the KWSC technical staff will have to pass three stiff examinations, according to the Chief Engineer. He has prepared a manual that will assist and train the new operators as the department expands.

* * * *

"JIVE AT FIVE" POPULAR IN ABERDEEN, SOUTH DAKOTA

Announcer Louis Fowler has built "Jive at Five" into an exceptionably listenable show, according to a number of fans in Aberdeen, South Dakota. Mail from British Columbia and the Pacific Coast comment also on his accurate and interesting talks about juke box favorites.

* * * *

STRAYER REPORT TO HAVE COMPLETE SUMMARY ON AIR

The KWSC "Strayer Report" program series on Washington State education and public schools, now carried weekly in Class A time by five other radio stations in different parts of the State, will conclude in February, with the twelfth program featuring a complete summary of Dr. Strayer's survey.

* * *

OPA, IN CLOSING, COMMENDS WASHINGTON RADIO STATIONS

The District Information Executive of the extinct Office of Price Administration has written the following to Radio Station KWSC, Pullman, Washington -- "All of the radio stations in the district have been most helpful and cooperative, especially KWSC, which found time to use all of the radio material that we submitted. We were especially appreciative of the time you gave recently when the Moscow and Pullman areas were placed under rent control. At the time we found it a bit difficult to get over to the people in that vicinity the fact that it would be necessary for them to register all rental units. After your program the personnel in the two offices reported a greatly increased activity in that area. We want you to know that we realize fully that, had it not been for the special programs which the radio stations made available to us, we could not possibly have given the up-to-date information the public desired and needed. May we take this opportunity of thanking you for making it possible to have completed our job of disseminating information and keeping the public informed at all times..."

* * *

RADIO WORKSHOP ANNOUNCES FIRST DRAMATIC PRODUCTION

The newly formed radio workshop, in conjunction with KWSC, will present its first dramatic production over the station at 8:30 p.m., February 24 when "The Pussycat and the Expert Plumber Who Was a Man" will be presented.

* * *

FORMER KWSC-ER MARRIES

Hal Moan, one-time KWSC announcer and recently employed by KHJ, Hollywood, Calif., married Miss Ora Spoor of Sandpoint, Idaho on December 27. They will live at Burbank, California.

* * *

KWSC PRODUCTION MANAGER AMONG NATIONAL JOURNALISM

FRATERNITY CANDIDATES TO RECEIVE HONORS

Sigma Delta Chi, national journalism fraternity, initiated several prominent West Coast editors and journalists on January 17, including John Blake, KWSC Production Manager; Harold Cassill, Managing Editor of the Spokane Chronicle; Malcolm Glendinning, Managing Editor of the Spokane Spokesman-Review; and Paul Stoffel, Editor of the Pullman Herald.

* * *

REPRINT OF LETTER TO THE HEAD OF THE WSC YOUNG MEN'S

CHRISTIAN ASSOCIATION FROM RADIO STATION KWSC

This station is programming now six out-and-out religious broadcasts a week. Some are excellent and some are but fair, frankly. But they do this - they give voice in this region of the state to religion itself, on the working days of the week. I do not think that religion is a Sunday subject only; it enhances the days when man works.....The series of 15 minutes each, and the speakers come from Eastern Washington, from different churches, with different ideas and different manners; but all bring The Message and equitably use the broadcasting power of the State College of Washington in the interest of the public. Yet there continues to be a vacuum - seemingly in people themselves - which it is your duty - and, I know, ours - to try to fill. It is the vacuum of the mind when religion is considered. From the public school system, religion is greatly excluded. The Christian school delivers to society one generation after another with a thoroughly secularized mentality. The churches try, impossible of achievement, to teach Christian religion to youth with a pathetic hour a week in Sunday schools. It is too large a task; youth grows into adulthood with a sense that religion is for one day and at that

not very important. The Christian faith (and the adult) is thereby loser..... KWSC wishes to offer you the time-period weekdays of 6:53 to 7:00 a.m., the production help it can supply, and the encouragement to you, toward programming an unending series of brief and impact-full religious broadcasts - by you, your staff, and by anyone on the WSC campus you may secure for this. You may organize the contents and make up the program in whatever you feel will appeal most to youth. I think that you will find them listening, due to our adjacent programming, in great numbers. I think your programs, if acceptable to the YMCA, should be spoken by youth to youth; and that this be done every early morning, between Sundays.

* * * * *

Talent performer #1 in KWSC's "developmental production" series is Dick Weeks. His performance: the 30-minute morning show "Personal Choice." This will be available by direct line or on 16-inch discs about February 15. A great mail-puller.

* * * * *

KWSC has prepared a contractual form for political broadcasts which emphasizes pertinent FCC rules and requires a candidate's agreement before appearing on the air. Educational stations, if interested, may receive a copy upon request.

* * * * *

When it comes to home-planning and building, lots of harried folk take to reading books. Books are fine, sure enough. But important answers personally are hard to beat. So...if you're not quite sure what to do with that morris chair or how to avoid winding up with some mansard-roofed monstrosity...better twist the dial to KWSC on Mondays at 7:30 p.m. Sponsored by the Pullman Community Hospital Drive and the State College Division of General College Extension, the station is broadcasting a two-month series of hour-long shows called "Home Planners Clinic." Experts answer the questions.

* * * * *

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."

A collaboration among the Maryland Institute for Technology in the Humanities,
University of Wisconsin-Madison Department of Communication Arts,
and Wisconsin Historical Society.

Supported by a Humanities Collections and Reference Resources grant from
the National Endowment for the Humanities

MITH MARYLAND INSTITUTE FOR TECHNOLOGY IN THE HUMANITIES

UNIVERSITY OF MARYLAND

WISCONSIN HISTORICAL SOCIETY

WISCONSIN UNIVERSITY OF WISCONSIN–MADISON

NATIONAL ENDOWMENT FOR THE Humanities

Any views, findings, conclusions, or recommendations expressed in this publication/collection do not necessarily reflect those of the National Endowment for the Humanities.